



# MarkHerlingerProductionsInc

## **General Services Administration**

### **Federal Supply Service Authorized Federal Supply Schedule Price List**

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!, a menu-driven database system. The Internet address of GSA Advantage! is: [GSAAdvantage.gov](http://GSAAdvantage.gov).

#### **Schedule Title: Professional Services Schedule (PSS)**

#### **Contract Number: GS-10F-104CA**

For more information on ordering from Federal Supply Schedules, click on FSS Schedules at [fss.gsa.gov](http://fss.gsa.gov).

**Contract Period: July1, 2015 through June 30, 2020.**

Mark Herlinger Productions  
1735 Lafayette Street  
Denver, Colorado 80218-1116  
Ph: 303-829-9200

**Contract Administrator**  
Mark Herlinger  
Ph: 303-829-9200  
Email: [markherlinger@gmail.com](mailto:markherlinger@gmail.com)

**Business Size:** Small Business



# MarkHerlingerProductionsInc

## Customer Information Page

1. SINS 541 -1 Advertising Services  
541-1RC Advertising Services (Disaster & Recovery)  
541-1000 Other Direct Costs (ODCs)  
541 1000RC Other Direct Costs (ODCs) (Disaster & Recovery)  
541-4B Video/Film Production  
541 4BRC Video/Film Production (Disaster & Recovery)  
541-4F Commercial Art and Graphic Services  
541 4FRC Commercial Art and Graphic Services (Disaster & Recovery)
2. Maximum order: \$1,000,000
3. Minimum order: \$100
4. Geographic coverage: (delivery area): Worldwide
5. Point of Production: Denver, Colorado
6. Discount from list prices or statement of net prices: Prices shown are net and discounts are deducted
7. Quantity discounts: Not Applicable.
8. Prompt Payment terms: Net 30 days.
- 9a. Notification whether Government purchase cards are accepted at or below the micro-purchase threshold: Yes.
- 9b. Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold: Yes.
10. Foreign items: Not applicable.
- 11a. Time of delivery: To be negotiated at the task order level.
- 11b. Expedited delivery: Items available for expedited delivery are noted in this price list.
- 11c. Overnight and 2-day delivery: Overnight delivery is available. Customers may contact the contractor's Contract Administrator for rates for overnight and 2-day delivery.



# MarkHerlingerProductionsInc

- 11d. Urgent Requirements: See contract clause 1-FSS-014-B. Agencies can contact the contractor's Contract Administrator to obtain faster delivery.
12. F.O.B. points(s): Destination.
- 13a. Ordering Address:  
1735 Lafayette St  
Denver, CO 80218-1116
- 13b. Ordering Procedures: For supplies and services, the ordering procedures, information on blanket purchase agreements (BPA's), and a sample BPA can be found at the GSA/FSS schedule home page ([fss.gsa.gov/schedules](http://fss.gsa.gov/schedules)).
14. Payment Address:  
1735 Lafayette St.  
Denver, CO 80218-1116
15. Standard Commercial Warranty.
16. Export packaging charges: Not applicable.
17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro purchase level): Not applicable.
18. Terms and conditions of rental, maintenance and repair: Not applicable.
19. Terms and conditions of installation: Not applicable.
20. Terms and conditions of repair parts: Not applicable.
- 20a. Terms and conditions for any other services: Not applicable.
21. List of services and distribution points: Not applicable.
22. List of participating dealers: Not applicable.
23. Preventive maintenance: Not applicable.
- 24a. Special attributes such as environmental attributes: CCN uses recycled-content paper whenever possible or requested. Commercial printers CCN uses (for flyers, brochures, etc.) are asked to use soy-based ink.



# MarkHerlingerProductionsInc

- 24b. If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found: Not applicable.
- 25. Data Universal Number System (DUNS) number: 794001743
- 26. Notification regarding registration in System for Award Management (SAM) database: Mark Herlinger Productions is Active and registered in SAM



# MarkHerlingerProductionsInc

## PRICING

<b>SIN(s) PROPOSED</b>	<b>SERVICE PROPOSED (e.g. Labor Category or Job Title/Task)</b>	<b>MINIMUM EDUCATION / CERTIFICATION LEVEL</b>	<b>MINIMUM YEARS OF EXPERIENCE</b>	<b>GSA PRICE</b>
541- 4B, 541-4F	Producer/Director	Bachelors Degree	10	\$ 98.74
541- 4B, 541-4F	Script Writer	Bachelors Degree	10	\$ 98.74
541- 4B, 541-4F	Video Editor	Bachelors Degree	5	\$ 98.74
541- 4B, 541-4F	Animator/Graphic Designer	Bachelors Degree	5	\$ 98.74
541-4B, 541-4F	Director/Videographer	Bachelors Degree	5	\$ 98.74
541- 4B, 541-4F	Videographer	Bachelors Degree	3	\$ 74.06
541- 4B, 541-4F	Audio Assistant	Bachelors Degree	2	\$ 24.69
541- 4B, 541-4F	Studio Engineer	Bachelors Degree	5	\$ 74.06
541- 4B, 541-4F	Lighting Director	Bachelors Degree	5	\$ 74.06
541- 4B, 541-4F	Production Assistant	Bachelors Degree	2	\$ 24.69



# MarkHerlingerProductionsInc

541-1 541-4F	Web site maintenance	Bachelors Degree	5	\$ 98.74
-----------------	-------------------------	------------------	---	----------

*The Service Contract Act (SCA) is applicable to this contract and as it applies to the entire Professional Services Schedule and all services provided. While no specific labor categories have been identified as being subject to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CFR 541.300), this contract still maintains the provisions and protections for SCA eligible labor categories. If and/or when the Contractor adds SCA labor categories / employees to the contract through the modification process, the Contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and applicable wage determination (WD) number. Failure to do so may result in cancellation of the contract."*

## Labor Descriptions

### **Producer/Director**

Education / Experience: Requires college degree, Bachelor's Degree, minimum 10 years job experience, and portfolio of work

Responsibilities. Acts as lead person on any project for both creative consultation and directing for media projects and on smaller projects, act as videographer as well.

### **Script Writer**

Education / Experience: Requires college degree, Bachelor's Degree, minimum 10 years job experience, and portfolio of work

Responsibilities: Provides both creative and technical writing for media scripts. Helps client distill ideas into succinct and clear narrative.

### **Video Editor**

Education / Experience: Requires college degree, Bachelor's Degree, minimum 5 years job experience, and portfolio of work

Responsibilities. Provides technical and artistic skill in the use of video editing systems.

### **Animator / Graphic Designer**

Education / Experience: Requires college degree, Bachelor's Degree, minimum 5 years job experience, and portfolio of work

Responsibilities. Provides illustration and design for still graphics. Provides 2-dimensional and 3-dimensional animation for video or multimedia productions.

### **Director/Videographer**

Education / Experience: Requires college degree, Bachelor's Degree, minimum 5 years job experience, and portfolio of work



# MarkHerlingerProductionsInc

Responsibilities. Provides both directorial creative and technical skills as well as video camera operation for location or studio shoots. This person can handle a one-person shoot where directing skills are needed.

## **Videographer**

Education / Experience: Requires college degree, Bachelor's Degree, minimum 3 years job experience, and portfolio of work

Responsibilities. Provides video camera operation for location or studio shoots and typically takes direction from a producer/director.

## **Audio Engineer**

Education / Experience: Requires college degree, Bachelor's Degree, minimum 5 years job experience.

Responsibilities. Provides expertise in sound design, microphone selection and placement and sound mixing for location or studio shoots.

## **Audio Assistant**

Education / Experience: Requires college degree, Bachelor's Degree, minimum 2 years job experience.

Responsibilities. Provides audio support on location for tasks such as boom pole operation and microphone placement.

## **Studio Engineer**

Education / Experience: Requires college degree, Bachelor's Degree, minimum 5 years job experience, and portfolio of work

Responsibilities. Provides expertise in use of studio cameras, lighting, and audio, and can serve as teleprompter operator.

## **Lighting Director**

Education / Experience: Requires college degree, Bachelor's Degree, minimum 5 years job experience.

Responsibilities. Provides expertise in use and placement of lights as well as other rigging and lighting tools for location and studio shoots.

## **Production Assistant**

Education / Experience: Requires college degree, Bachelor's Degree, minimum 2 years job experience.

Responsibilities. Provides general support to any media production including logistical needs and crew assistance.

## **Website Production**

Education / Experience: Requires college degree, Bachelor's Degree, minimum 5 years job experience, and portfolio of work

Responsibilities. Ability to apply knowledge of various tools and platforms on which to build web sites, current HTML coding language, integration of multimedia elements into web pages such as images, animation, and video, and sufficient knowledge of "back end" engineering including data base integration to be able to coordinate with back end engineers.

## **Website Maintenance**



# MarkHerlingerProductionsInc

Education / Experience: Requires college degree, Bachelor's Degree, minimum 5 years job experience, and portfolio of work

Responsibilities. Ability to add and modify pages and sections of pages to existing web sites including content management systems and modular sites such as WORDPRESS. Ability to prepare and link updated external assets to pages.

## Other Direct Costs (ODC's)

Support Product	Unit of Issue	GSA Price
Recording Media - XDCAM Disc stock	Unit	\$ 25.19
Field shooting equipment package: camera, lights, audio	Hourly	\$ 50.38
Video Editing Studio	Hourly	\$ 50.38
Dubbing or file transcoding workstation	Hourly	\$ 45.34
Audio editing workstation	Hourly	\$ 25.19
Studio with Teleprompter	Hourly	\$ 75.57